

OECD World Forum Seamlessly Moves to Mobile with Guidebook

How the global conference adopted an event app to cater to a diverse body of participants

CHALLENGE

OECD World Forum organizers sought a mobile solution that would not require highly technical resources.

SOLUTION

Event organizers chose to partner with Guidebook to streamline the creation of a multi-language event app.

RESULTS

With Guidebook, OECD World Forum created an experience that better connected attendees.

Since 2004, the OECD World Forums on Statistics, Knowledge, and Policy have provided space to exchange knowledge on the role of evidence-based policy in shaping a better world for all. Over the years, the Forums have brought together thousands of policymakers, academics, statisticians, and civil society representatives together to discuss new ideas and approaches on how to measure well-being and put ideas into action through government decision-making. The 6th OECD World Forum leveraged Guidebook's intuitive platform to provide attendees a convenient event guide.

Simple app creation to tackle critical challenges

To enhance the 6th installment of the OECD World Forum, organizers sought a mobile solution that would be intuitive enough for somebody without technical knowledge to build. Additionally, organizers needed a solution that would support its diverse group of attendees.

With that in mind, INTERCOM Conference Services, in collaboration with Statistics Korea, chose to partner with Guidebook to create a multi-language app. The result – the event's diverse body of attendees were welcomed with a multi-language app that supported individuals from multiple Asian countries and around the world.

Around the clock assistance

With limited knowledge on creating for mobile, Guidebook's support team provided valuable guidance and ideas while organizers built the app.

"I'm not an app professional, but our account manager guided us through building our app, enabling us to create an amazing app for the event," said organizer, Boasik Son.

For event organizers, Guidebook's support made all the difference. The high level of personalized support helped drive the success of the OECD World Forum app and event.

By the numbers



786 App Downloads



27,883 App Sessions



3,000 Scheduled Sessions